

# KL (Deemed to be University) School of Distance Education

## Prospectus 2019-2020

Essential Information about all Academic  
Programmes from KLU in Online Learning  
Mode

2019-2020

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**KL U, VIJAYAWADA – 522502, AP, INDIA**

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## **PRESIDENT MESSAGE**

I welcome you to "KL (Deemed to be University) School of Distance Education (KLUSDE)" which offers high quality learner centric flexible education with cost-effectiveness through wide variety of academic programmes on offer from plethora of various disciplines.

Distance education enables KLU to reach the unreached, for imparting knowledge, skills and competencies, which are relevant to present needs of students, business, industries and society. With latest MLearning technology, distance education can now offers unprecedented flexibility for students to pace, place and time which is convenient to learn.

I look forward to welcome the aspiring students to explore various educational programmes in "Open and Distance Learning mode (ODL) & Online mode (OL)" from KLUSDE. I am sure this initiative will definitely enhance your career prospects to new heights.

Er Koneru Satyanarayana

President, KLEF

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## VICE-CHANCELLOR MESSAGE

Welcome to explore exciting high quality learner centered flexible education with cost-effectiveness through wide variety of academic programmes on offer from "KL (Deemed to be University) School of Distance Education (KLUSDE)".

KL (Deemed to be University) is a CATEGORY-1 University with NAAC A++ Grade which is duly recognized by the UGC under Section 3 of UGC act 1956.

KLU offers a wide range of undergraduate and postgraduate degree programmes in many diverse disciplines such as management, commerce, computer, etc. I hope students will immensely benefitted with these academic programmes to enhance their career prospects further.

"Open and Distance Learning (ODL) and Online Learning (OL)" Mode education system aims to liberate quality higher education for the large population in an informal way. Much more additional academic inputs are provided in distance education system. Latest computer, communication, audio-video and Internet technology vividly improves the effectiveness of distance education.

With the mode of learning at one's own convenient pace, place and time with latest Learning Management System (LMS), supported by effective Face-To-Face Contact Sessions, KLUSDE offers great flexibility due to modular structure and access on Smartphone.

We believe that huge number of students will take all the advantage of these flexible academic programmes to build great career.

Dr L S S Reddy

Vice-Chancellor, KLU

## About the University

The Koneru Lakshmaiah Charities was established as a trust in the year 1980 and started KL College of Engineering in the Academic year 1980-81. The trust was converted into a society by the name Koneru Lakshmaiah Education Foundation in the year 1996. The KL College of Engineering has attained autonomous status in the year 2006 and in February 2009, the Koneru Lakshmaiah Education Foundation Society was recognized as Deemed to be University. In short Koneru Lakshmaiah Education Foundation is named as K L Deemed to be University.

### VISION

Our vision is to be a globally renowned research and knowledge-driven institution.

### MISSION :

The mission of the KL University is to serve the citizens of India and the world through excellence in teaching, research, applying knowledge, imparting values, stimulating creativity, igniting innovation and grooming leaders who will aspire to enrich the present and future generations!

Salient features and important milestones for this university are as follows:

- ❖ NAAC A++ Grade with 3.574.00 CGPA on 7-point scale
- ❖ CATEGORY-1 University by UGC under the categorization of universities for grant of Graded Autonomy
- ❖ UGC Recognized under section 12B of UGC Act 1956
- ❖ Approved by MHRD & UGC (Under Section 3 of UGC act 1956)
- ❖ NIRF 2019 Rankings:
  - #50 in University
  - #52 in Engineering
  - #58 in Management
  - #74 Overall
- ❖ ISO 9001 - 2015 Certified Institution
- ❖ Recognized as a Public Funded Research Institute by DSIR of Government of India, a recognition for the excellent research environment in the institute
- ❖ Faculty Student Ratio 1:14.67
- ❖ Mentor for every 20 students to counsel academic & personal problems
- ❖ Communication & Soft Skills (CSS) Dept. with more than 40 professional trainers
- ❖ Member of the prestigious "All India Virtual Classroom" initiated by MHRD. This network enables the students to make use of virtual classrooms, virtual laboratories, online journal sharing, video conference lectures and many more with the help of 1 Gbps bandwidth
- ❖ An advisory board in every department with top academicians from IITs & foreign universities and eminent personalities from the industry

- ❖ Strong Industry Relations & Placement Department (IRP) with 100% Placement record for the past 9 years
- ❖ A separate student welfare & guidance division headed by dean-student welfare
- ❖ 74 academic laboratories, 25 research laboratories, 6 industry collaboration labs and 4 Centers of Excellence
- ❖ India's 1st Wi-Fi 'n' enabled campus among academic institutions
- ❖ 10 Gbps ILL + 1Gbps NKN Hi-speed internet connectivity 24/7 across the campus & hostels
- ❖ 100% ragging free environment
- ❖ e-Learning mode of teaching
- ❖ Entrepreneurship Cell in association with IIT Madras & IIM Ahmedabad
- ❖ Yoga and meditation classes for students
- ❖ Technology forums & hobby clubs for students
- ❖ International standard infrastructure for indoor/outdoor games & sports
- ❖ Complete communication setup with a PCO/STD/ISD, Fax & Post Office
- ❖ On-campus Banking/ATM facilities provided by State Bank of India
- ❖ Guest house facilities on-campus & downtown
- ❖ Research oriented problem-solving techniques

## OPEN AND DISTANCE MODE OF LEARNING

Open education system aims to liberate quality higher education for the large population in an informal way. Normally, minimal or no restrictions are put for the admission, although same quality standards are maintained for the examination system.

In distance education method, there is more emphasis on self-study by learner himself. Substantial self-study is expected from all students at their convenient place and time. Much more additional academic inputs are provided in distance education system. Latest computer, communication, audio-video and Internet technology dramatically improves the effectiveness of distance education.

The most effective distance education employs several media together so that students can harness benefits and strengths of the appropriate media. But, geographic and/or time separation of the student and the teacher is a fundamental characteristic of distance education.

Multimedia instruction with web, video systems, or television may be used to connect the local classroom to students at a distance. Broadband internet access are increasingly used for same-time, different-place education. This approach is also called **synchronous** distance learning. Students can also learn at different times and in different places. This approach is called **asynchronous** distance learning.

Distance education is much more **flexible, and student centered** in approach. By allowing students to learn in more convenient locations and often at more convenient times, distance education opens educational opportunity to previously unreached. It also enables students to extend the period of their education from a limited number of schooling years to a **lifelong learning** process.

## **JURISDICTION AND REVISION OF RULES**

All legal disputes regarding study center and enrolled students shall be subject to **Vijayawada jurisdiction** only.

In order to cope up with unforeseen circumstances and to maintain high academic quality of these programmes, the university reserves the right to change, revise, update, add or delete any rule (**including rules regarding programme fees**) about these programmes, at any time.

These modifications will be applicable to all students, **including previously admitted students**.

## **DETAIL PROGRAMME RULES**

Detail programme rules are available at **<http://www.kluonline.in>** website for free download. These online details shall be integral part of this brief prospectus. Students are required to carefully **read, understand and agree** these online detail programme rules on admission form before admission.

## **LATEST UPDATE POLICY**

Latest updated version of this prospectus shall be available at **<http://www.kluonline.in>** website for free download in PDF file format. Hence, students **are advised to always refer website for latest updated copy** of this prospectus.

## **ABOUT KL UNIVERSITY SCHOOL OF DISTANCE EDUCATION**

### **VISION**

- ❖ Quality Education, with cost effectiveness, anywhere, anytime.

### **MISSION**

- ❖ The “KL (Deemed to be University) School of Distance Education offers educational services using operational and academic principles that optimize:
  - Academic Quality

- Relevance to present needs of Industry, Society and Learners.
- Cost-effectiveness
- Flexible Learning

## SALIENT FEATURES

- ❖ Learning at one's own pace, place and time
- ❖ Latest Learning Management System (LMS)
- ❖ Choice Based Credit System
- ❖ Continuous Evaluation Tests (CET) and Home Assignments (HA)
- ❖ Effective Face-To-Face Contact Sessions
- ❖ Great flexibility due to access on Smartphone
- ❖ Modular Structure

## PROGRAMME INFORMATION AT A GLANCE

The following **04** Academic Programmes are on offer from the KLU in Open and Distance Learning mode during academic year **2019-2020**.

Level	Programmes of Offer	Duration
UG	Bachelor of Commerce (B.Com.)	03 years after HSC (12th) or Equivalent
UG	Bachelor of Business Administration (BBA)	03 years after HSC (12th) or Equivalent
UG	Bachelor of Computer Applications (BCA)	03 years after HSC (12th) or Equivalent
PG	Master of Business Administration (MBA)	02 years after UG or Equivalent

## MEDIUM OF INSTRUCTION

The medium of instruction used in the counseling, study materials, question papers and all modes of communication shall be English only.

## EQUIVALENCE STATUS

This university also takes all precautions, at all programme stages from “Curriculum Design” to “Examination”, to ensure that the standards and quality of, education and examinations are preserved.

The curriculum of these programmes is designed for Equivalence, with respective similar academic programmes, offered by other universities of various states.

All these degree and post-graduate degree programmes are equivalent to the respective programmes offered by any other university in India, for the purpose of employment, promotion and further education. In this respect, the legal status of this university is at par with all other universities of India.

## CHOICE BASED CREDIT SYSTEM

All academic programmes in open and distance mode shall be offered with “**Choice Based Credit System (CBCS)**” with semester pattern.

## PROGRAMME INFORMATION

Programme	Essential Information	Fees in ₹ for each Year	Admission: Annual admission for 2 semesters in each year
Bachelor of Business Administration (BBA) <b>Semesters: 06</b>	<b>Category:</b> Professional <b>Level:</b> UG <b>Mode:</b> OL	Rs. 24,000	<b>Admission Eligibility:</b> HSC (12 <sup>th</sup> ) or eq Pass.
Bachelor of Commerce (BCom) <b>Semesters: 06</b>	<b>Category:</b> Professional <b>Level:</b> UG <b>Mode:</b> OL	Rs. 26000	<b>Admission Eligibility:</b> HSC (12 <sup>th</sup> ) or eq Pass.
Bachelor of Computer Applications (BCA) <b>Semesters: 06</b>	<b>Category:</b> Professional <b>Level:</b> UG <b>Mode:</b> OL	Rs. 26,000	<b>Admission Eligibility:</b> HSC (12 <sup>th</sup> ) or eq Pass.
Master of Business Administration (MBA) <b>Semesters: 04</b>	<b>Category:</b> Professional <b>Level:</b> PG <b>Mode:</b> OL	Rs. 30,000	<b>Admission Eligibility:</b> UG or eq Pass.



## COURSES AT EACH SEMESTER

### BACHELOR OF COMMERCE (BCOM)

SN	Code	Name	CE	EE	TM	Type	Credits
01	19UC1101	English I	30	70	100	T	2
02	19CM1101	Principles of Accounting	30	70	100	T	4
03	19CM1102	Fundamentals of Business Economics	30	70	100	T	3
04	19CM1103	Business Mathematics & statistics	30	70	100	T	4
05	19CM1104	Principles of Organization & Management	30	70	100	T	3
01	19UC1202	English II	30	70	100	T	2
02	19CM1206	Financial Accounting	30	70	100	T	4
03	19CM1207	Macro-Economic analysis	30	70	100	T	3
04	19CM1209	Business Law	30	70	100	T	3
05	19CM1210	Banking law and practice	30	70	100	T	3
01	19CM2110	Advanced accounting	30	70	100	T	4
02	19CM2111	Fundamentals of Cost Accounting	30	70	100	T	4
03	19UC0009	Ecology & Environment	30	70	100	T	2
04	19CM2113	Management Accounting	30	70	100	T	4
05	19CM2114	Fundamentals of Income Tax	30	70	100	T	4
01	19CM2215	Corporate Accounting	30	70	100	T	4
02	19CM2216	Advanced Cost Accounting	30	70	100	T	4
03	19CM2218	Financial Management	30	70	100	T	4
04	19CM2219	Assessment of Direct Taxes	30	70	100	T	4
05	19UC0010	Universal Human Values & Professional Ethics	30	70	100	T	2
01	19CM3122	Advanced Corporate Accounting	30	70	100	T	4
02	19CM3123	Accounting & Reporting standards	30	70	100	T	4
03	19CM3124	Goods and Services Tax	30	70	100	T	4
04	19CM3152	Corporate Tax Planning & Management	30	70	100	T	4
05	19CM3163	Security analysis & Portfolio Management	30	70	100	T	4
01	19TS1151	Technical Skill-1 (Business Information system)	30	70	100	T	3
02	19TS1252	Technical skill-2 (Accounting information system)	30	70	100	T	3
03	19CM2115	Principles of auditing	30	70	100	T	3
04	19CM2217	Corporate & Allied Laws	30	70	100	T	3
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**BACHLOR OF BUSINESS ADMINISTRATION WITH FINANCE SPECIALIZATION**

<b>SN</b>	<b>Code</b>	<b>Name</b>	<b>CE</b>	<b>EE</b>	<b>TM</b>	<b>Type</b>	<b>Credits</b>
01	19BB11K1	Business Communication Skills I	30	70	100	T	2
02	19BS114	Business Mathematics	30	70	100	T	4
03	19BB11C0	Business Environment	30	70	100	T	3
04	19BB11C1	Business Economics	30	70	100	T	3
05	19BB11C2	Perspectives of Management	30	70	100	T	3
01	19BB12K3	Business Communication Skills II	30	70	100	T	2
02	19BB12C0	Introduction to Financial Accounting	30	70	100	T	4
03	19BS115	Business Statistics	30	70	100	T	4
04	19BB12C1	Organizational Behaviour	30	70	100	T	3
05	19BB12C2	Resource Optimization & Waste Management	30	70	100	T	2
01	19BB21K5	Business Communication Skills - III	30	70	100	T	4
02	19BB21C0	Management Accountancy	30	70	100	T	4
03	19BB21C1	Marketing Management	30	70	100	T	3
04	19BB21C2	Human Resource Management	30	70	100	T	3
05	19BB21C3	Business Research Methods	30	70	100	T	4
01	19BB22C0	Cost Accountancy	30	70	100	T	4
02	19BB22C1	Production and Operations Management	30	70	100	T	4
03	19BB22C2	Management Information Systems	30	70	100	T	3
04	19BB22C3	Business Law	30	70	100	T	3
05	19BB22C4	Financial Management	30	70	100	T	4
01	19BB31C0	Business analytics	30	70	100	T	4
02	19HS115	Soft Skills	30	70	100	T	3
03	19BB31C1	Fundamentals of Digital Marketing	30	70	100	T	3
04	19BB31F0	Banking & Insurance Management	30	70	100	T	3
05	19BB31F1	Direct Taxation	30	70	100	T	3
01	19BB32C0	Entrepreneurship	30	70	100	T	3
02	19BB32C1	Strategic Management	30	70	100	T	3
03	19BB32C2	Enterprise Resource Planning	30	70	100	T	3
04	19BB32F2	Financial Markets	30	70	100	T	3
05	19BB32F3	Management of Personal Finance	30	70	100	T	3

**BACHLOR OF BUSINESS ADMINISTRATION WITH MARKETING SPECIALIZATION**

SN	Code	Name	CE	EE	TM	Type	Credits
01	19BB11K1	Business Communication Skills I	30	70	100	T	2
02	19BS114	Business Mathematics	30	70	100	T	4
03	19BB11C0	Business Environment	30	70	100	T	3
04	19BB11C1	Business Economics	30	70	100	T	3
05	19BB11C2	Perspectives of Management	30	70	100	T	3
01	19BB12K3	Business Communication Skills II	30	70	100	T	2
02	19BB12C0	Introduction to Financial Accounting	30	70	100	T	4
03	19BS115	Business Statistics	30	70	100	T	4
04	19BB12C1	Organizational Behaviour	30	70	100	T	3
05	19BB12C2	Resource Optimization & Waste Management	30	70	100	T	2
01	19BB21K5	Business Communication Skills - III	30	70	100	T	2
02	19BB21C0	Management Accountancy	30	70	100	T	4
03	19BB21C1	Marketing Management	30	70	100	T	3
04	19BB21C2	Human Resource Management	30	70	100	T	3
05	19BB21C3	Business Research Methods	30	70	100	T	3
01	19BB22C0	Cost Accountancy	30	70	100	T	4
02	19BB22C1	Production and Operations Management	30	70	100	T	4
03	19BB22C2	Management Information Systems	30	70	100	T	3
04	19BB22C3	Business Law	30	70	100	T	3
05	19BB22C4	Financial Management	30	70	100	T	4
01	19BB31C0	Business analytics	30	70	100	T	4
02	19HS115	Soft Skills	30	70	100	T	3
03	19BB31C1	Fundamentals of Digital Marketing	30	70	100	T	3
04	19BB31M0	Product Management	30	70	100	T	3
05	19BB31M1	Basics of Sales Mgt	30	70	100	T	3
01	19BB32C0	Entrepreneurship	30	70	100	T	3
02	19BB32C1	Strategic Management	30	70	100	T	3
03	19BB32C2	Enterprise Resource Planning	30	70	100	T	3
04	19BB32M2	Integrated Marketing Communication	30	70	100	T	3
05	19BB32M3	Services Marketing	30	70	100	T	3

#### BACHLOR OF BUSINESS ADMINISTRATION WITH HR SPECIALIZATION

SN	Code	Name	CE	EE	TM	Type	Credits
01	19BB11K1	Business Communication Skills I	30	70	100	T	2
02	19BS114	Business Mathematics	30	70	100	T	4

SN	Code	Name	CE	EE	TM	Type	Credits
03	19BB11C0	Business Environment	30	70	100	T	3
04	19BB11C1	Business Economics	30	70	100	T	3
05	19BB11C2	Perspectives of Management	30	70	100	T	3
01	19BB12K3	Business Communication Skills II	30	70	100	T	2
02	19BB12C0	Introduction to Financial Accounting	30	70	100	T	4
03	19BS115	Business Statistics	30	70	100	T	4
04	19BB12C1	Organizational Behaviour	30	70	100	T	3
05	19BB12C2	Resource Optimization & Waste Management	30	70	100	T	2
01	19BB21K5	Business Communication Skills - III	30	70	100	T	2
02	19BB21C0	Management Accountancy	30	70	100	T	4
03	19BB21C1	Marketing Management	30	70	100	T	3
04	19BB21C2	Human Resource Management	30	70	100	T	3
05	19BB21C3	Business Research Methods	30	70	100	T	3
01	19BB22C0	Cost Accountancy	30	70	100	T	4
02	19BB22C1	Production and Operations Management	30	70	100	T	4
03	19BB22C2	Management Information Systems	30	70	100	T	3
04	19BB22C3	Business Law	30	70	100	T	3
05	19BB22C4	Financial Management	30	70	100	T	4
01	19BB31C0	Business analytics	30	70	100	T	4
02	19HS115	Soft Skills	30	70	100	T	3
03	19BB31C1	Fundamentals of Digital Marketing	30	70	100	T	3
04	19BB31H0	Personal Effectiveness and Self-Leadership	30	70	100	T	3
05	19BB31H1	Talent Acquisition	30	70	100	T	3
01	19BB32C0	Entrepreneurship	30	70	100	T	3
02	19BB32C1	Strategic Management	30	70	100	T	3
03	19BB32C2	Enterprise Resource Planning	30	70	100	T	3
04	19BB32H2	Cross Cultural Management	30	70	100	T	3
05	19BB32H3	Legal Aspects of HRM	30	70	100	T	3

## BACHELOR OF COMPUTER APPLICATIONS (BCA)

SN	Code	Name	CE	EE	TM	Type	Credits
01	19UC1101	Basic English	30	70	100	T	2
02	19MT1105	Fundamentals of Mathematics	30	70	100	T	4
03	19CA1101	Programming in C	30	70	100	T	4

SN	Code	Name	CE	EE	TM	Type	Credits
04	19CA1102	Operating Systems	30	70	100	T	4
05	19CA1103	Database Management System	30	70	100	T	4
06	19UC0009	Ecology & Environment					2
01	19UC1202	English Proficiency	30	70	100	T	2
02	19CA1201	Object Oriented Programming Using Java	30	70	100	T	4
03	19CA1202	Data Structures Using C	30	70	100	T	4
04	19CA1203	Computer Networks	30	70	100	T	4
05	19CA1207	Computer Architecture & Organization	30	70	100	T	4
01	19CA2116	Storage and Datacenter	30	70	100	T	3
02	19CA2117	Principles of Virtualization	30	70	100	T	3
03	19CA2118	Information Security	30	70	100	T	4
04	19CA2119	Installation and Configuration of Server	30	70	100	T	4
05	19CA2120	Client Side Scrpiting	30	70	100	T	4
01	19CA2216	Linux Administration	30	70	100	T	4
02	19CA2217	Network Security	30	70	100	T	4
03	19CA2219	Ethical Hacking	30	70	100	T	3
04	19CA2220	Cloud Web Services	30	70	100	T	3
01	19CA3119	Virtualization and Cloud Security	30	70	100	T	4
02	19CA3120	Cloud Deployment	30	70	100	T	4
03	19CA3121	Cyber Security Incident Response Management	30	70	100	T	3
04	19CA3122	Digital Forensic Investigation	30	70	100	T	3
05	19CA3124	Administrating Cloud Services	30	70	100	T	4
01	19CA3208	Intellectual Property Rights	30	70	100	T	4
02	18IE4048	Major Project	30	70	100	T	12

## MASTER OF BUSINESS ADMINISTRATION (MBA) WITH MARKETING SPECIALIZATION

SN	Code	Name	CE	EE	TM	Type	Credits
01	19MB51C0	Quantitative Methods	30	70	100	T	3
02	19MB51C1	OB & Human Resource Management	30	70	100	T	4

SN	Code	Name	CE	EE	TM	Type	Credits
03	19MB51C3	Financial and Management Accounting	30	70	100	T	3
04	19MB51C4	Marketing Management	30	70	100	T	3
05	19MB51C5	Financial Management	30	70	100	T	3
06	19MB51C6	Operations Management					3
01	19MB52M0	Digital and Social Media Marketing	30	70	100	T	3
02	19MB52C2	Business Research Methodology	30	70	100	T	3
03	19MB52M1	Product & Brand Management II	30	70	100	T	3
04	19MB52M2	Promotion & Distribution Management II	30	70	100	T	3
05	19MB52M3	Global Marketing II	30	70	100	T	3
06	19MB61R0	Overview of Retailing					3
01	19MB61C0	ERP & Information Systems	30	70	100	T	3
02	19MB52M5	Consumer Behaviour III	30	70	100	T	3
03	19MB61M7	Services Marketing III	30	70	100	T	3
04	19MB61M8	Customer relationship Management III	30	70	100	T	3
05	19MB62B1	Banking Service Operations	30	70	100	T	3
01	19MB62C1	Business Ethics & Corporate Governance	30	70	100	T	3
02	19MB62C2	Leadership in Business	30	70	100	T	3
03	19MB62C3	Business Law	30	70	100	T	3
04	19MB62C4	Strategic Management	30	70	100	T	3
05		Dissertation					6

## MASTER OF BUSINESS ADMINISTRATION (MBA) WITH HR SPECIALIZATION

SN	Code	Name	CE	EE	TM	Type	Credits
01	19MB51C0	Quantitative Methods	30	70	100	T	3
02	19MB51C1	OB & Human Resource Management	30	70	100	T	4
03	19MB51C3	Financial and Management Accounting	30	70	100	T	3
04	19MB51C4	Marketing Management	30	70	100	T	3
05	19MB51C5	Financial Management	30	70	100	T	3
06	19MB51C6	Operations Management					3
01	19MB52H0	Organizational Design and Development	30	70	100	T	3
02	19MB52C2	Business Research Methodology	30	70	100	T	3
03	19MB52H2	Talent & Competency Management	30	70	100	T	3
04	19MB52H3	Performance Management & Reward Systems	30	70	100	T	3
05	19MB52H4	Labour Legislation	30	70	100	T	3
06	19MB61D0	Overview of Healthcare Management					3

SN	Code	Name	CE	EE	TM	Type	Credits
01	19MB61C0	ERP & Information Systems	30	70	100	T	3
02	19MB61H7	International Human Resource Management	30	70	100	T	3
03	19MB61H9	Organizational Change & Change Management	30	70	100	T	3
04	19MB61H10	Human Resource Development	30	70	100	T	3
05	19MB62D1	Management of Healthcare Operations	30	70	100	T	3
01	19MB62C1	Business Ethics & Corporate Governance	30	70	100	T	3
02	19MB62C2	Leadership in Business	30	70	100	T	3
03	19MB62C3	Business Law	30	70	100	T	3
04	19MB62C4	Strategic Management	30	70	100	T	3
05		Dissertation					6

### MASTER OF BUSINESS ADMINISTRATION (MBA) WITH FINANCE SPECIALIZATION

SN	Code	Name	CE	EE	TM	Type	Credits
01	19MB51C0	Quantitative Methods	30	70	100	T	3
02	19MB51C1	OB & Human Resource Management	30	70	100	T	4
03	19MB51C3	Financial and Management Accounting	30	70	100	T	3
04	19MB51C4	Marketing Management	30	70	100	T	3
05	19MB51C5	Financial Management	30	70	100	T	3
06	19MB51C6	Operations Management					3
01	18MB52F0	Wealth Management	30	70	100	T	3
02	19MB52C2	Business Research Methodology	30	70	100	T	3
03	19MB52F1	Financial Markets and Services	30	70	100	T	3
04	19MB52F2	Security Analysis and Portfolio Management	30	70	100	T	3
05	19MB52F3	Behavioural finance	30	70	100	T	3
06	19MB61B0	Overview of Banking					3
01	19MB61C0	ERP & Information Systems	30	70	100	T	3
02	19MB61F7	Strategic Financial Management	30	70	100	T	3
03	19MB61F8	Financial Derivatives	30	70	100	T	3
04	19MB61F9	Project Management	30	70	100	T	3
05	19MB62B1	Banking Service Operations	30	70	100	T	3
01	19MB62C1	Business Ethics & Corporate Governance	30	70	100	T	3
02	19MB62C2	Leadership in Business	30	70	100	T	3
03	19MB62C3	Business Law	30	70	100	T	3

<b>SN</b>	<b>Code</b>	<b>Name</b>	<b>CE</b>	<b>EE</b>	<b>TM</b>	<b>Type</b>	<b>Credits</b>
04	19MB62C4	Strategic Management	30	70	100	T	3
05		Dissertation					6

## **MASTER OF BUSINESS ADMINISTRATION (MBA) WITH OPERATIONS & SUPPLY CHAIN MANAGEMENT SPECIALIZATION**

<b>SN</b>	<b>Code</b>	<b>Name</b>	<b>CE</b>	<b>EE</b>	<b>TM</b>	<b>Type</b>	<b>Credits</b>
01	19MB51C0	Quantitative Methods	30	70	100	T	3
02	19MB51C1	OB & Human Resource Management	30	70	100	T	4
03	19MB51C3	Financial and Management Accounting	30	70	100	T	3
04	19MB51C4	Marketing Management	30	70	100	T	3
05	19MB51C5	Financial Management	30	70	100	T	3
06	19MB51C6	Operations Management					3
01	18MB52L0	World Class Manufacturing	30	70	100	T	3
02	19MB52C2	Business Research Methodology	30	70	100	T	3
03	19MB52L1	Materials Management	30	70	100	T	3
04	19MB52L2	Supply Chain Management	30	70	100	T	3
05	19MB52L3	Operations Strategy	30	70	100	T	3
06	19MB61R0	Overview of Retailing					3
01	19MB61C0	ERP & Information Systems	30	70	100	T	3
02	19MB61L5	Lean Management	30	70	100	T	3
03	19MB61L6	Warehouse Management	30	70	100	T	3
04	19MB61L8	International Logistics Management	30	70	100	T	3
05	19MB62R1	Management of Retail Operations	30	70	100	T	3
01	19MB62C1	Business Ethics & Corporate Governance	30	70	100	T	3
02	19MB62C2	Leadership in Business	30	70	100	T	3
03	19MB62C3	Business Law	30	70	100	T	3
04	19MB62C4	Strategic Management	30	70	100	T	3
05		Dissertation					6

CE - Continues Evaluation

EE - End term Exam

TM - Total Marks



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# STUDENT SERVICES

## ESSENTIAL PRE-REQUISITES FOR ADMISSION

1. Any **Smartphone or TAB** with **Android 5+** operating System with minimum 2 GB RAM and 16 GB memory space **or latest version of entry level Notebook or Desktop** Computer is required for browsing SLM eBook or Lectures.
2. **Broadband Internet Connection**

## Admission Eligibility

Admission eligibility shall be

1. **For BBA, BCA, BCom:** “HSC (12<sup>th</sup>) or equivalent” passed with minimum “18 years” age as on first day of the respective batch.
2. **For MBA:** “UG degree or equivalent” passed from recognized university with minimum “18 years” age as on first day of the respective batch.

## TEACHING – LEARNING

Mobile / TAB ready SLM “**Textbooks and Lectures**” from well qualified and experienced Teachers with ‘Built-In’ **or** LMS based online “Continuous Assessment Tests (CAT)” and “Home-Assignments (HA)” provide much better consistent quality and unprecedented flexibility of Learning for anyone, anywhere, anytime.

## INTERACTIVE AND COLLABORATIVE LEARNING ACTIVITIES

### HOME ASSIGNMENT

During **each** Semester, **each** student is required to **submit prescribed** “Home Assignments (HA)” for **each** course:

### DISCUSSION FORUM

During first **04** months of **each** Semester, **each** student is required to **post and discuss** answers for **each** course,

# STUDENT EVALUATION

## EVALUATION PATTERN FOR THEORY COURSES

1. **Continuous Evaluation (CA):** shall have **30** % weightage in total student evaluation. CA shall consist of following:
  - Quizzes with MCQs
  - Matching format questions in Quizzes
  - True or False questions in Quizzes
  - True or False questions in Quizzes
  - Words drag & drop questions in quizzes
  - Assignments
2. **End Examination (EE):** shall have **70** % weightage in total student evaluation. Details of EE shall be as follows:
  - a. Only during **03<sup>rd</sup>** week of **05<sup>th</sup>** month of **each** semester, students can appear in any EE, at only designated “Exam Centers”, at pre-scheduled “day and time”, under strict supervision of KLU staff.

## GRADING SYSTEM

- a. At the end of all evaluation components based on the performance of the student, each student is awarded based on **absolute grading system**. The list of absolute grades and its connotation are given below:

GRADE	GRADE POINTS	RANGE	
O (Outstanding)	10	85	100
A+(Excellent)	9	80	<85
A(Very Good)	8	65	<80
B+(Good)	7	60	<65
B(Above Average)	6	50	<60
C(Average)	5	45	<50
P (Pass)	4	40	<45
F(Fail)	0	<40	-
Ab (Absent)	0	-	-

- b. The SGPA is the ratio of sum of the product of the number of credit s with the grade points scored by a student in all the courses and the sum of the number of credits of all the courses undergone by a student, in a semester.

$$\text{i.e SGPA (S}_i\text{)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where 'C<sub>i</sub>' is the number of credits of the i<sup>th</sup> course and 'G<sub>i</sub>' is the grade point scored by the student in the i<sup>th</sup> course.

- c. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a program,

$$\text{i.e. CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where 'S<sub>i</sub>' is the SGPA of the i<sup>th</sup> semester and 'C<sub>i</sub>' is the total number of credits in that semester.

- d. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- e. CGPA can be converted to percentage of marks :  $10 \times \text{CGPA} - 7.5$
- f. A student get in less than 40% of overall score and 40% in the semester end examination will be considered to have earned "F" grade. Combined Theory and Lab courses the student should get independently 40% in both theory and lab components else treated as failed in both. A student who obtains 'F' grade has to reappear for all the components of Semester End examination.
- g. Audit/Certificate courses are graded as satisfactory or non-satisfactory only.

At the end of each semester, the KL School of Distance Education issues grade sheet indicating the SGPA and CGPA of the student. However, grade sheet will not be issued to the student if he/she has any outstanding dues.

## SUCCESSFUL COMPLETION OF COURSE OR PROGRAMME

1. **"Successful Completion of the Course"** means - student gets minimum specified or better grade in end examination of that course. A student obtaining grade "F" shall be considered failed and will be required to reappear in the examination. The student obtaining minimum "P" (Pass) or better letter grade shall be considered as successful in that course.
2. **"Successful Completion of the Programme"** means – all courses at all semesters are successfully completed and thus, the student obtained minimum "P" (Pass) or better letter grade for all courses at all semesters.

## CERTIFICATION ELIGIBILITY

Degree shall be awarded only after fulfillment of following certification eligibility.

1. **For BBA, BCA, BCom:** Minimum “P (Pass)” or better grade (minimum 40% or better marks), in all courses at Semester 01 to 06. credits.
2. **For MBA:** Minimum “P (Pass)” or better grade (minimum 50% or better marks), in all courses at Semester 01 to 04.

Programme	Fee in Rs.	For repetition
UG All papers	750	200 per paper/course
PG All papers	1000	250 per paper/course

## PERFORMANCE IMPROVEMENT

Only during the valid registration period, students are allowed to improve end exam performance by reappearing in the end examination for any course. Only the **best of the past end exam performance shall be reported** in the Mark-Statement. But, after the award of certification in the convocation, no performance improvement shall be allowed. Hence, student must attempt ‘end exam performance improvement’ positively before applying for the convocation.

Day and Date	<b>Morning Session</b> Odd Numbered Semester like 01, 03, 05 <b>Duration: 10 – 13 Hrs</b>	<b>Afternoon Session</b> Even Numbered Semester like 02, 04, 06 <b>Duration: 14 – 17 Hrs</b>

## EXAMINATION RELATED FEES

### EXAM FEE

Exam Fee is payable to university along with the ‘Exam Form’, only for **each repeat** end exam attempt of **each** course, **as allowed by exam time table**.

### Scan Copy of Answer-Book

Supply of scanned copy of the assessed Answer Books of the students who wish to obtain scanned copy of the assessed Answer books may apply in the prescribed format with necessary fees within 15 days of declaration of the result on the website of the University.

SN	Description	FSCAB in ₹

1	Fee for Scan Copy of Answer-Book(FSCAB) for <b>each</b> course	1000.00
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## VERIFICATION OF MARKS

Student who wishes to apply for Verification of marks can apply with necessary fees, in the prescribed format within 15 days of declaration of the result on the website of the University.

SN	Description	Fee in ₹
1	Form and Verification Fee (FVF) for <b>each</b> course	100.00

## REVALUATION OF MARKS

Students who opt for the Scan copy of the Answer books and are not satisfied with the marks assigned may apply for the Revaluation of answer books in prescribed format within 10 days of receipt of the scan copy.

SN	Description	Fee in ₹
1	Fee for Revaluation of Marks(FRM) for <b>each</b> course	1000.00

## CONVOCATION

After successful completion of all subjects at all semesters of the academic programme and only after student comply with the 'Certification Eligibility' specified for the academic programme, respective certification (like UG Degree, PG Degree) may be awarded, in person or absentia, during the next convocation. But, the application by the student for the convocation along with the payment for the specified "Convocation Fee" (which covers convocation, certificate and related postal charges) shall be necessary.

SN	Description	Fee in ₹
1	Convocation Fee (CF) with Physical Presence	1000.00
2	Convocation Fee (CF) in Absence	1500.00
3	Convocation Fee (CF) for Advance Award	2000.00

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# CONTACT US

## WHOM TO CONTACT

University contact details are as follows:

KL University, VIJAYAWADA – 522502, AP, INDIA

- Always include following all details along with your query:**
  - Your Full Name
  - Your Student ID and Permanent Registration Number (PRN)
  - Your Programme Code and Name
- Always attach **scan copies of your all related documents along with your email** for your query.
- If you do not receive satisfactory response within a week, you may escalate your query to next staff member, listed below his listing.
- Please preserve nature with emails as a preferred communication media over print.** Email is also very quick (almost instantaneous) communication media.

SN	Type of Query	Whom to Contact
01	<b>Online Admission and Student Registration</b>	Helpdesk Phone: 04048217171 Email: <a href="mailto:admission@kluonline.in">admission@kluonline.in</a>
02	<b>End Exam, Hall Tickets and Exam Result</b>	Controller of Examinations (CoE) Phone: Email:
04	<b>Academic Matters</b>	Director Phone: Email:
05	<b>RTI Queries</b>	Public Information Officer (PIO) Phone: Email:  Appellate Authority (AA) Phone: Email:
06	<b>Administration Related Matters</b>	<b>The Registrar</b>
07	<b>Policy Matters</b>	<b>The Vice Chancellor</b>

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## APPENDICES

### APPENDIX 1: ONLINE ADMISSION FLOWCHART

